



Dish TV's VZY associates with Bigg Boss Hindi and Kannada to enhance viewer engagement

Noida, October 01, 2025: Dish TV, India's leading content distribution company, along with its newly launched integrated smart TV brand VZY, has announced a strategic association with two of the country's most popular entertainment franchises: Bigg Boss Hindi and Bigg Boss Kannada. VZY is India's first truly integrated Smart TV that eliminates the need for separate DTH or OTT subscriptions, offering a seamless viewing experience with all content subscriptions included. The brand also offers iSTB models, where STB is also integrated. As part of this collaboration, VZY will serve as the Co-powered by Sponsor for Bigg Boss Hindi, broadcast on COLORS SD and COLORS HD, and as the Co-Presenting Sponsor for Bigg Boss Kannada, airing on COLORS Kannada and streaming on JioHotstar.

This association underlines VZY's commitment to strengthening its connection with Indian households by leveraging popular, entertainment-driven content with massive national and regional fandom. By being present across these marquee properties, VZY positions itself as the go-to smart TV choice for entertainment-first consumers across both urban and regional markets.

Speaking about the association, Mr Sukhpreet Singh, Chief Revenue Officer, Dish TV India, said, *"With the launch of VZY, our integrated smart TV brand, we aim to transform how families enjoy entertainment at home. Bigg Boss, both in Hindi and Kannada, is a show that unites audiences across regions and languages, making it the perfect platform for us to connect with viewers nationwide. This association allows us to showcase VZY as the smart TV of choice for today's entertainment-first consumers and strengthens our connection with Indian households across both urban and regional markets."*

Echoing the sentiment, a JioStar spokesperson said, *"Bigg Boss has cemented its place as India's most-watched and talked-about reality series, season after season, redefining entertainment engagement across TV and digital. We are delighted to have VZY on board as a key sponsor this year, with their smart TV proposition perfectly complementing the immersive experience that fans look forward to."*

Fans can watch the latest season of Bigg Boss Hindi on COLORS SD as well as COLORS HD and Bigg Boss Kannada exclusively on COLORS Kannada and JioHotstar, courtesy of VZY's association.

About Dish TV India Limited

Dish TV India Limited is India's leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH brands), Watcho (OTT aggregation platform) and FLIQS (Exclusive digital content segment in Watcho app) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. Dish TV India Limited platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 587 channels and services including 89 HD channels and 4 international channels along with 19 VAS services and 21 popular OTT apps. The Company has a vast distribution network of over 2,334 distributors & around 158,167 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call centres that are spread across 14 cities and are equipped to handle customer queries 24x7 in 12 different languages. For more information on the Company, please visit www.dishd2h.com

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